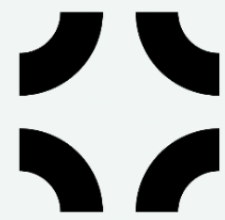
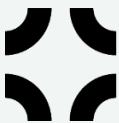


Seed Round
September 2026



THE WHEEL

*The privacy-first AI platform
for knowledge work.*



Company knowledge is becoming infrastructure. Custody is the missing layer.

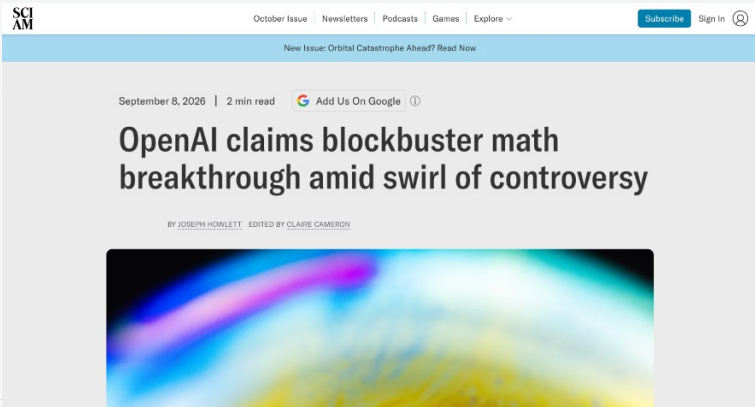
Knowledge is scattered across tools, leaves with every staffing change, and accumulates inside systems the company does not control.

Privacy should not be an enterprise feature. All companies should be able to own their record, decide who can use it, and verify what leaves.

Protection asks who should be kept out. Ownership asks who has the right to decide.



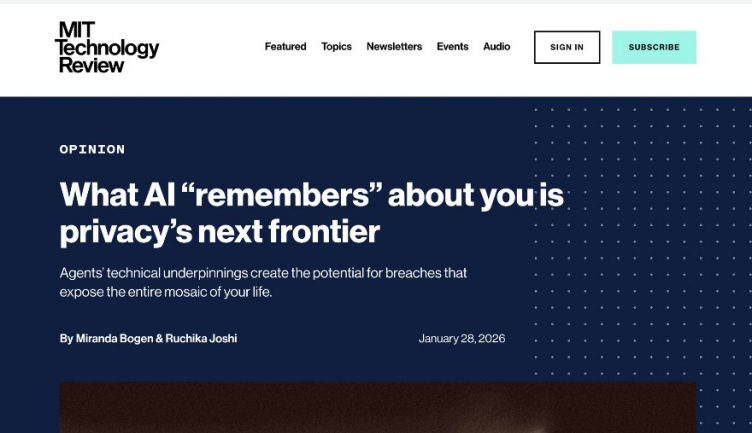
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AI can make a company smarter while teaching someone else how they think.

Satya Nadella calls it the Reverse Information Paradox. The buyer pays for intelligence, then reveals the proprietary knowledge required to make it useful.

The problem begins before enterprise scale. Prompts, corrections, decisions, and workflows can become part of someone else's learning system instead of the company's own record.

THE IMPLICATION

The record created through AI use should compound for the company creating it.

[Read Nadella's Post](#)  [Read The Wheel's Response](#) 

THE REVERSE INFORMATION PARADOX

“In consuming intelligence, you are creating intelligence. And what you create should belong to you.”

Satya Nadella, July 2026

THE RESPONSE

More than 10 million views in 48 hours.

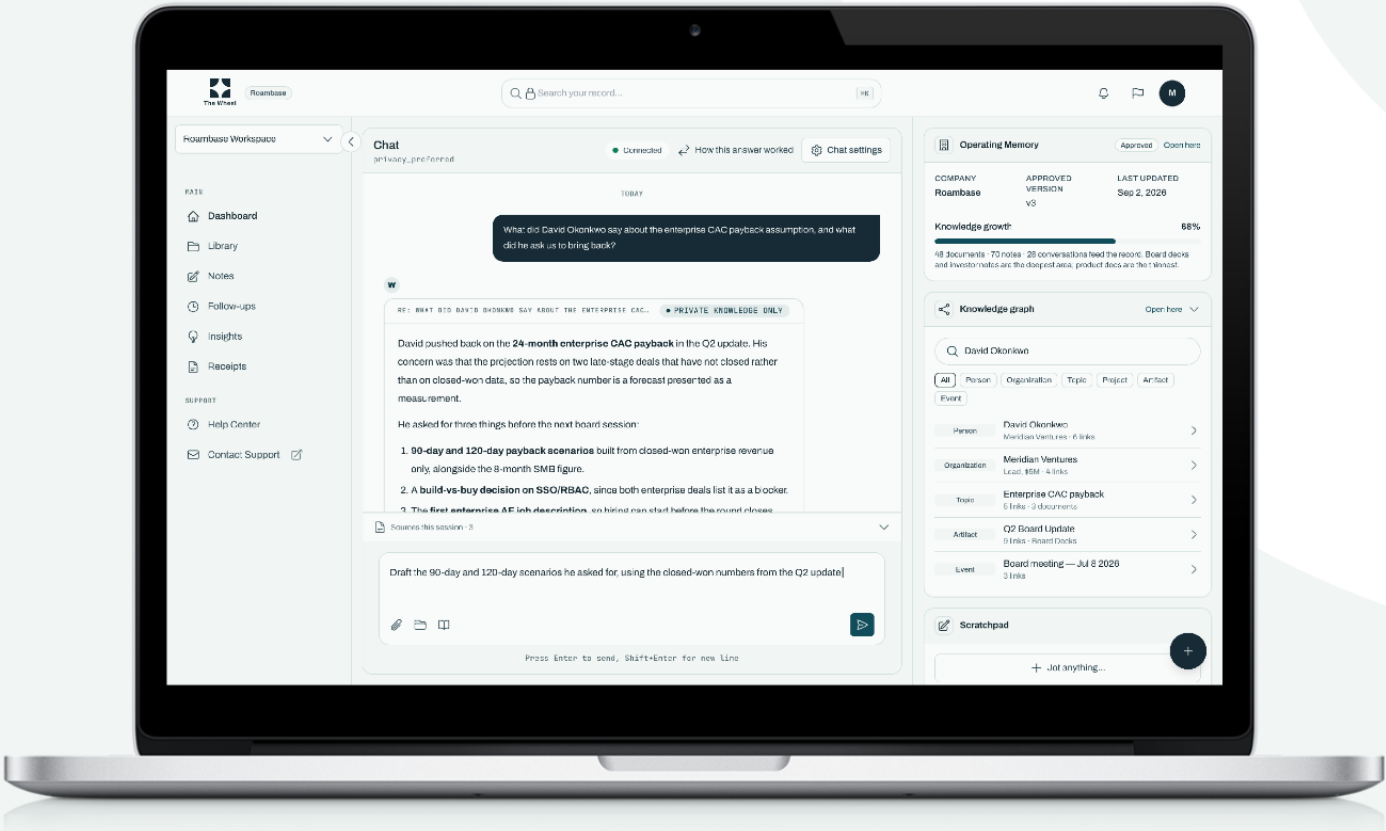
Microsoft president Brad Smith called it “a new generation of IP issues.”

Glean founder, Arvind Jain: “The right architecture keeps that know-how in the company's hands, not tied to any single model.”



*Think inside your Wheel.
Use what the company knows
with the AI tools you choose.*

The Wheel is where a company builds and owns its record. Teams can search, connect, and reason across that knowledge inside The Wheel, then share only the context needed for work happening elsewhere.



BUILD THE RECORD

Files, notes, conversations, and decisions accumulate in one company-owned place.

THINK ACROSS IT

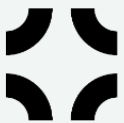
Search, chat, and a graph underneath bring connected work together.

USE IT WHERE WORK HAPPENS

Share relevant context with the AI tool chosen for the task.

KEEP THE RECEIPT

See what left, where it went, and what came back.



Start with companies that already know they are losing the record.



FOUNDER-HELD CONTEXT

The decisions, reasoning, and relationships that make the company work still live in a few people's heads.



AI EVERYWHERE

The team already uses AI across its work and can see company context accumulating inside tools it doesn't control.



EARLY ENOUGH TO FIX IT

The company can establish its record before growth, turnover, and more tools make reconstruction slow and incomplete.

The Wheel starts with early-stage AI-native companies whose operating context remains scattered across founders, employees, and third-party tools. They already understand the value of their knowledge, The Wheel gives them a way to capture, govern, and own it, and extend that protection to customers through the products they build.

Natural champions include CEOs, Chiefs of Staff, COOs, and leaders across Product, AI, Operations, Research, and Marketing.

90%

of founders worry they're training someone else's model

40%

of data workers upload to AI tools is sensitive company information

84%

of early startups say they're unprepared for AI data risks

Sources:
Sage / Startups.co.uk, July 2026
Cyberhaven Labs, 2026
Sage / IDC, 2,210 SMBs, May 2026



The memory space is crowded. Custody is open.

Every layer of the stack now ships memory, readable in a vendor's cloud. Owning it requires bespoke enterprise packaging or complex self-hosting.

FRONTIER PLATFORMS

OpenAI Anthropic Microsoft Google

Assistant memory as a feature of their own tools.

COMPANY-BRAIN STARTUPS

Dust Engram Coworker.AI

Your knowledge, ingested into their store.

ENTERPRISE SEARCH + SUITES

Glean Notion Coveo

Answers over documents, priced for enterprises.

CONVERSATION CAPTURE

Gong Otter Granola

One channel of the record, in the vendor's store.

PRIVACY-FIRST INFRASTRUCTURE

Proton Lumo IronCore Onyx

Each privatizes one layer. No governed record.

PERSONAL AI MEMORY

Liminary Mem Personal AI

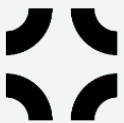
One person's recall, on ordinary SaaS trust.

27% of ChatGPT and 58% of Claude conversations are work-related and performed on plans that train the models. ‘No-training’ terms begin at business tiers with ~100 seats minimums. Even with enterprise protection, encryption is controlled by the vendor.

WHY THE WHEEL IS DIFFERENT

- **THE PLATFORM SEARCHES BLIND**
The record is encrypted before it is stored, and search runs on the encrypted form, patent pending. Holding the record never means reading it.
- **KEYS ARE UNLOCKED, NEVER HELD**
No raw key is stored anywhere, on any side. Keys materialize for a request and are wiped after it.
- **NOTHING LEAVES WITHOUT CONSENT**
Before context goes to any AI tool, the user sees where it is going, for what, and for how long. Every exchange leaves a receipt.
- **THE COMPANY OWNS THE RECORD**
Person, team, and company are one architecture. The record compounds for the company creating it.

Privacy should not require an enterprise contract or a server you run yourself. The Wheel is a scalable option for companies who want to own their complete record.



Twenty-five years building where permission, trust, and data meet.



Alie Cohen FOUNDER, CEO

Alie has spent 25 years building where sensitive information, difficult permissions, and human trust collide. Her work includes New York's statewide health information exchange, authorization APIs spanning 300 million patient records, and multi-tenant isolation across a venture studio portfolio. After decades of watching hard data questions answered with forms, policies, and promises, she is building The Wheel to answer them in the architecture.



Brian White FOUNDER, ECOSYSTEM

Brian is a creative leader with 17+ years of experience building brands, leading high-performing marketing organizations, and translating business strategy into market impact for both early startups and global organizations. Recent clients include OpenAI, Obama Foundation, and Conde Nast.

Advisors

SAMM SACKS

DATA POLICY & GOVERNANCE
Senior Fellow at Johns Hopkins SAIS and New America, congressional witness, and author on U.S.-China data relations. Advises on ownership, governance, and user-mediated exchange.

JOCELYN AFRAME

COMMUNICATIONS
Communications leader across the Statue of Liberty-Ellis Island Foundation, M18 PR, and Rubenstein. Helps turn privacy and custody into clear, trust-building language.

HILLA KATKI

DESIGN
Product-design leader across Understood, Medium, The New York Times, Bloomberg, and Pentagon. Advises on making custody, grants, and receipts clear and calm.

Founding Team

Six additional identified candidates across engineering, product and data science who have all worked with Alie before, each owning a distinct area of the plan. Four have committed, are ready to give notice when the round closes, and are available to speak with investors.

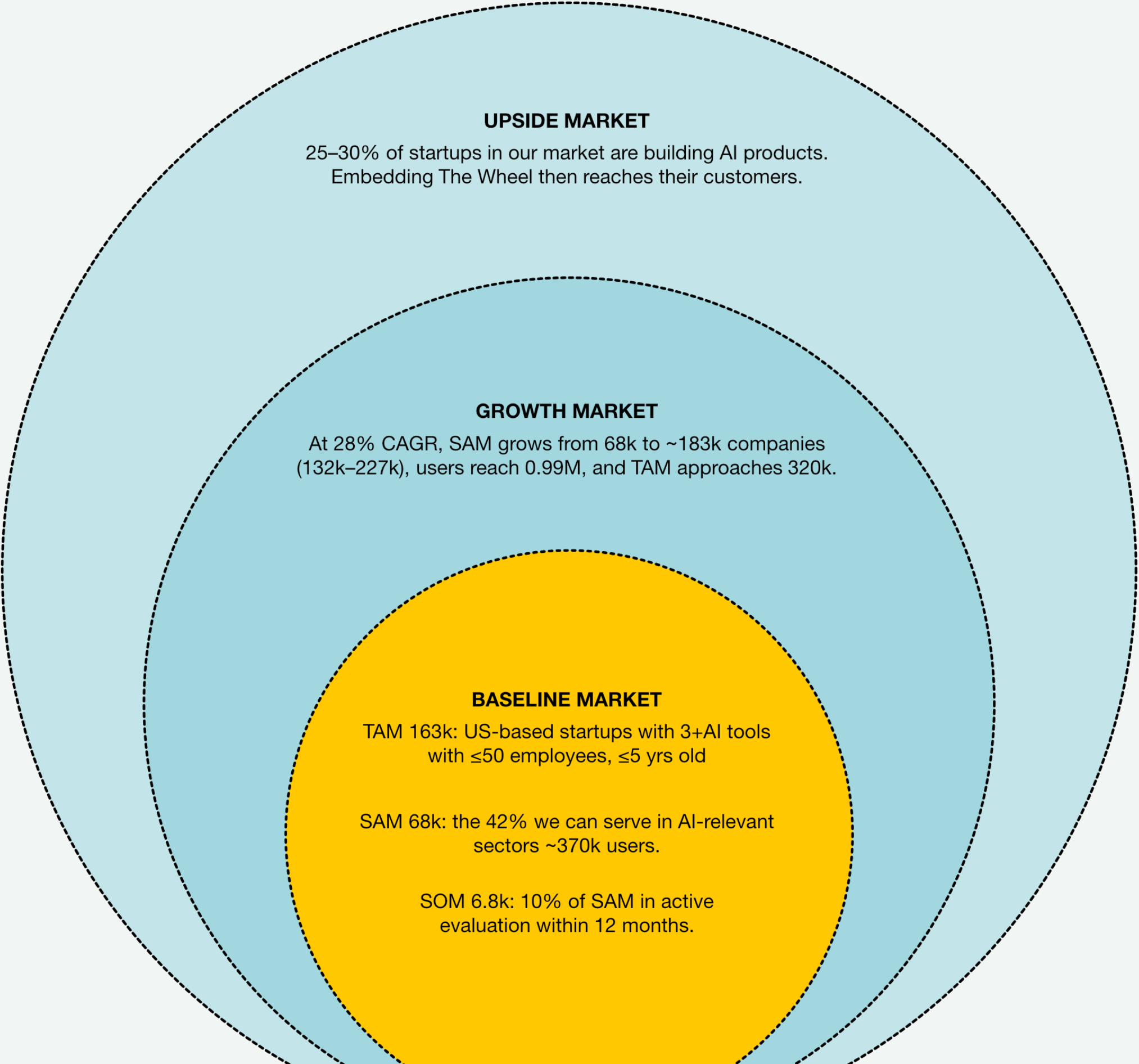
Logos for partner organizations: EXPERIENCE, particle, REDESIGN HEALTH, RMS, YONDR, INMAR intelligence, Microsoft, NYC, nest, Lively



Today's startups are tomorrow's enterprises

We start with small AI-native startups (under 50 people), before their knowledge spreads.

We grow as they grow.



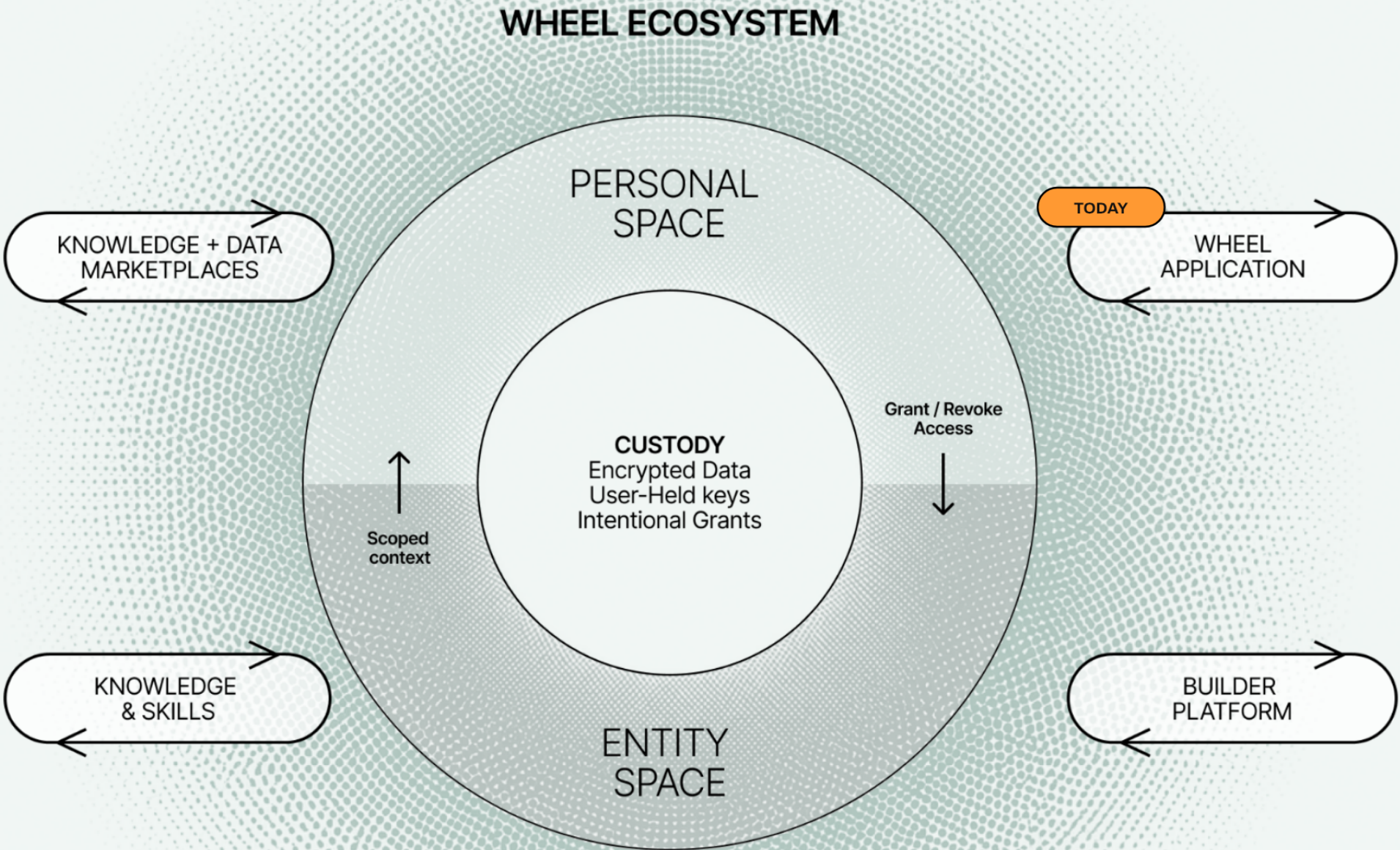
Base-case projections 2026–2030. Sources: Census BDS/SUSB/BFS, JP Morgan Chase Institute, IDC, Census BTOS, Kruze Consulting, JetBrains SDE, YC/a16z cohort data

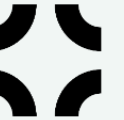


One architecture for every context.

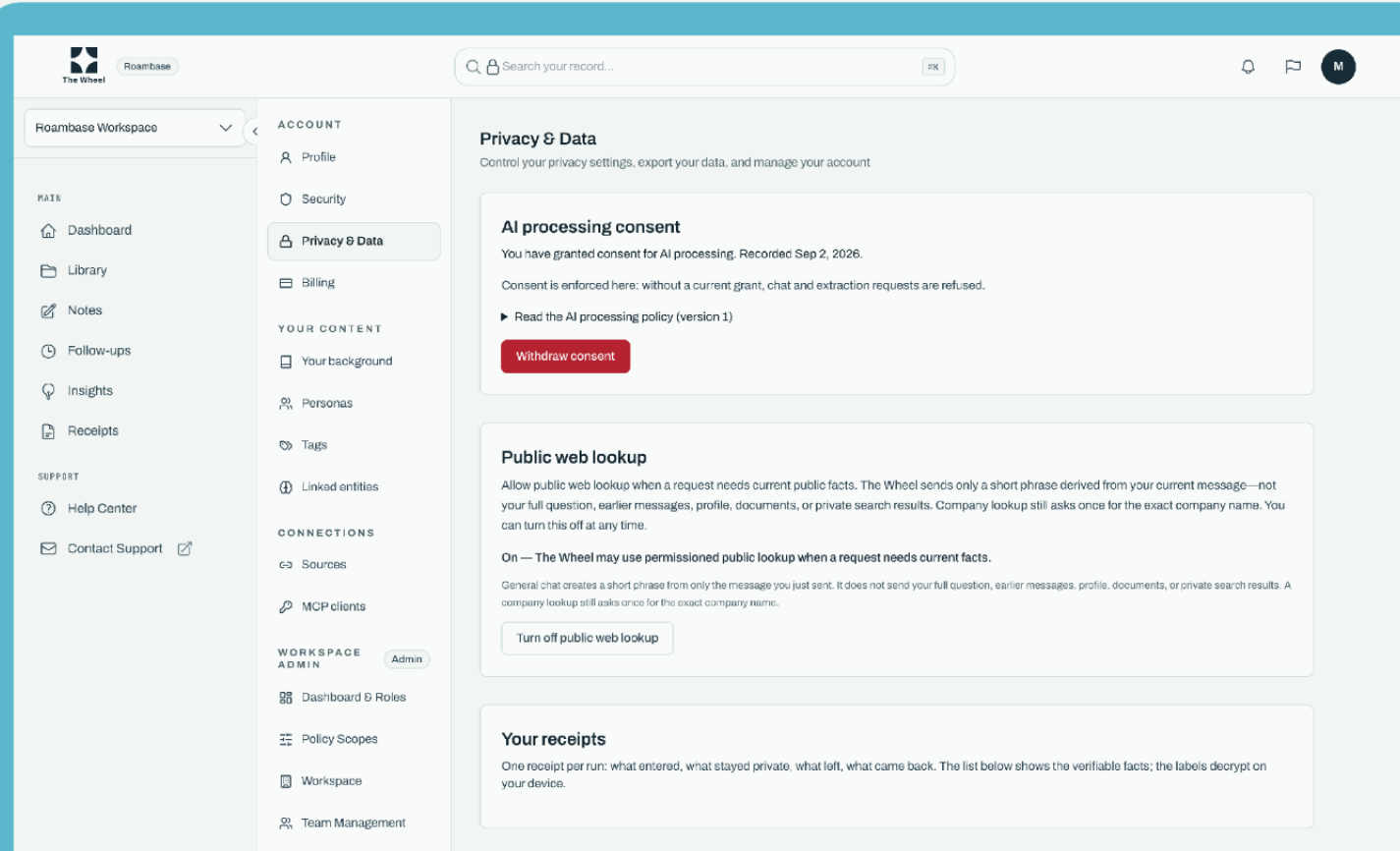
Today, we are launching a privacy-first AI platform. Tomorrow, a community-driven ecosystem poised to redefine work-life for the AI era.

The Wheel Application launches first on the custody platform. Future applications, skills, services, and builders use the same custody layer.

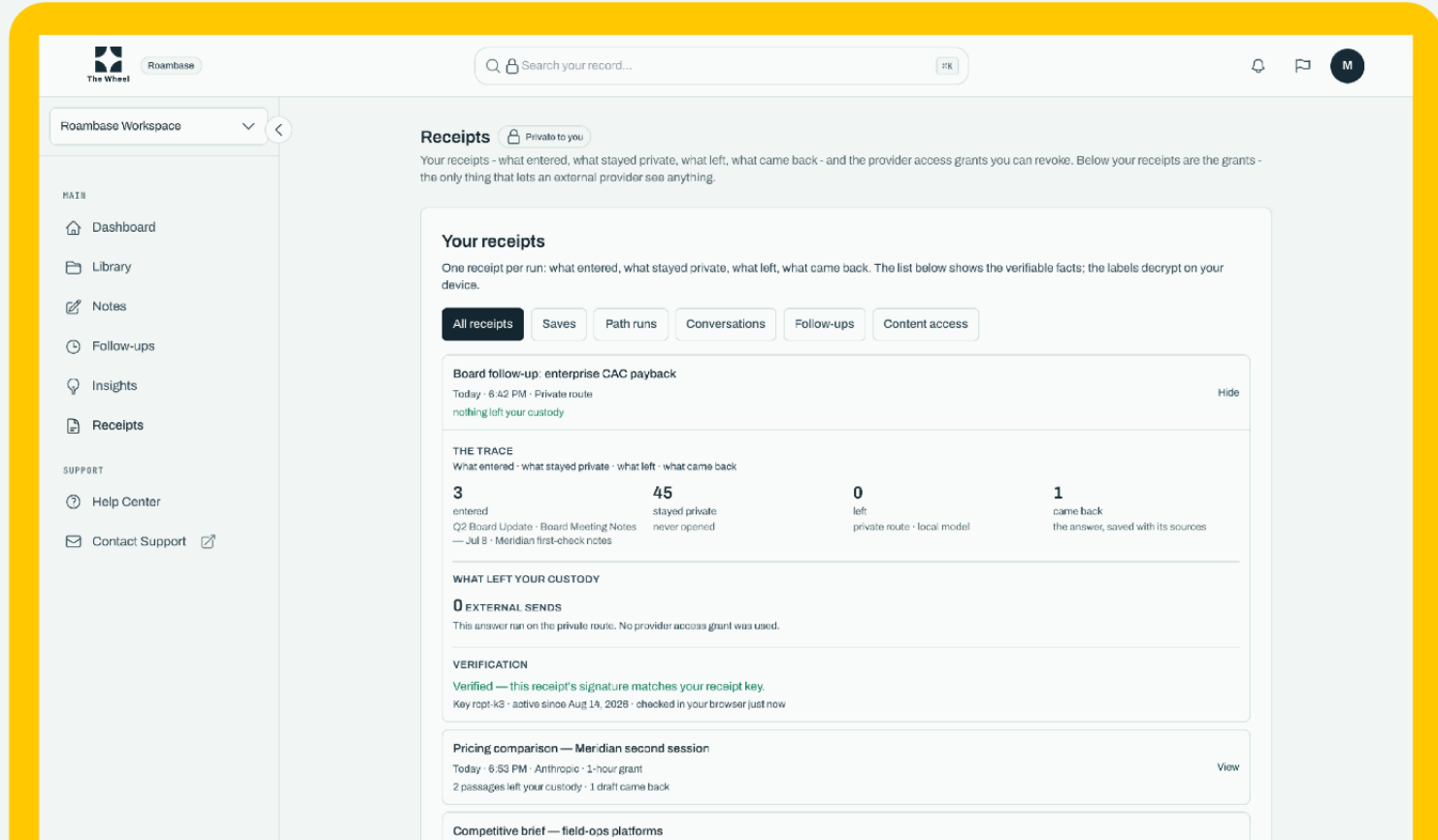




Consent you can see. Receipts you can check.

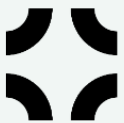


Before company knowledge leaves The Wheel, the user sees where it is going, for what, and for how long.



The receipt shows what was shared, where, when, and under whose authority.

The company keeps the record of every approved exchange.



The application pays for the custody layer.

The first business is recurring software for early-stage companies. Design partnerships for the custody layer and SDK start immediately. Broader distribution and infrastructure revenue come when earned.

The seed case does not depend on enterprise contracts, marketplace revenue, or an SDK.



APPLICATION NOW

Recurring company software proves the record is worth keeping. The beta starts free. Paid company plans follow repeated value and team use.

DESIGN PARTNERSHIPS NOW. SCALE WHEN EARNED.

Shape the custody layer and SDK with selected builders immediately. Broader distribution and infrastructure revenue follow only when application and partner evidence earn them.



The beta creates a foundation for compounding company knowledge



THE RECORD, IN USE TODAY

Drive ingestion into a company-owned record, chat that answers from it, and a graph underneath connecting notes, docs, and conversations.



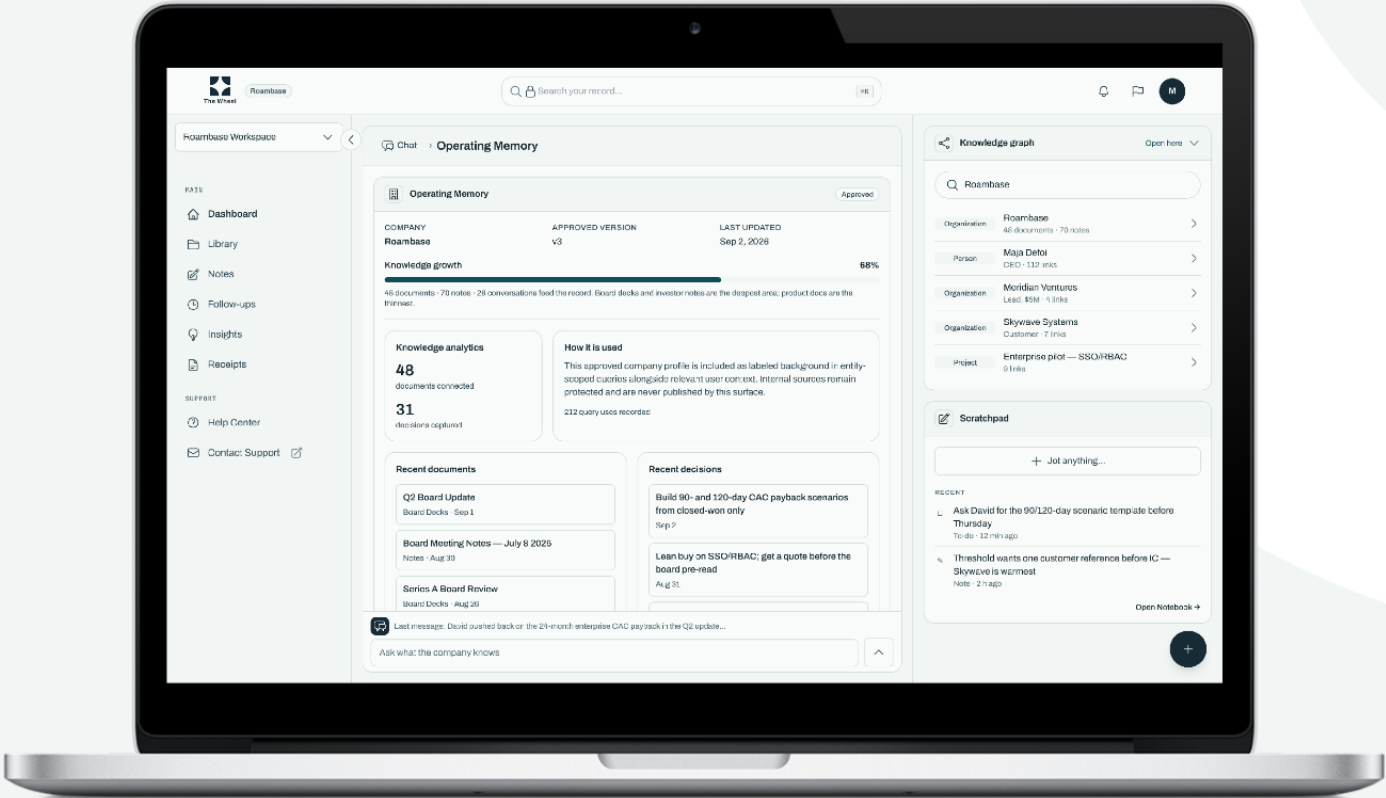
CUSTODY YOU CAN CHECK

A receipt for every AI interaction: what left, where it went, and what came back. Private and shared spaces, private by default.



WHERE WORK ALREADY HAPPENS

Support for MCP-enabled tools, including Claude and Cursor. Import from Drive today. Gmail, Calendar, Slack, Notion, and GitHub in final testing.



The invite-only beta is free to founding companies before The Wheel opens wider. Every app, service, and builder then starts with company-owned context.

Paid plans for individuals, teams, and separate client records are planned alongside a free version of the platform.



We are raising a focused \$3.5 million seed round.

The beta is launching, the utility patent filing is complete, and the initial roles are identified.

TEAM	Put the identified founding team around the product.
RUNWAY	Give the team room to learn from beta use and design partners and act on it.
CHALLENGE	Fund independent testing before the company scales.

The next stage is earned through evidence.

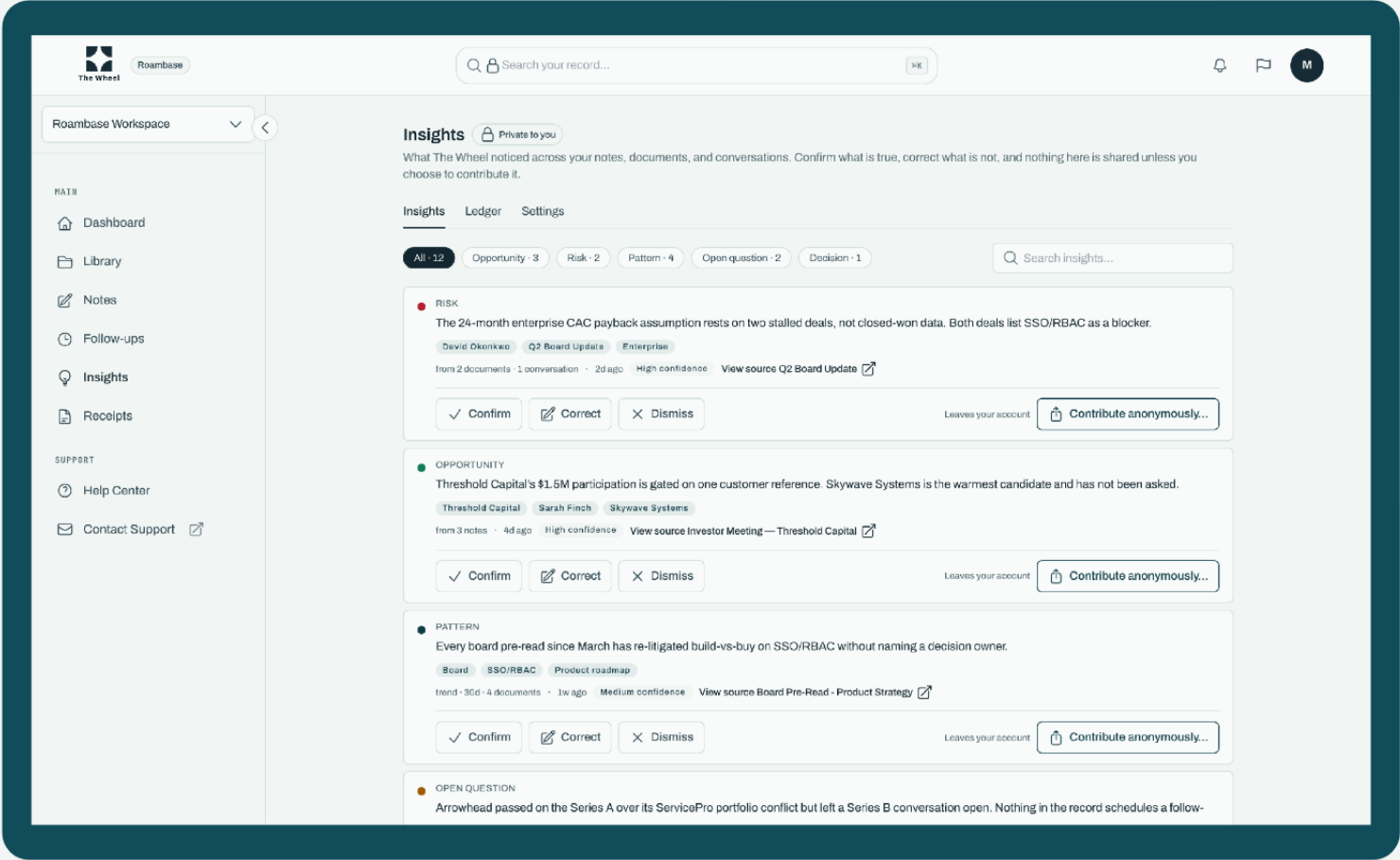




If we succeed, knowledge work will be changed for good (and for the better).

Each person should be able to start where the last one left off, then bring their own judgment to it. That only happens when the work can learn from itself.

Own the record. Raise the baseline.



Let's talk.

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jointhewheel.com